

MARLBORO DIRECT MAIL VOLUME PROMOTED					
1995			1996		
MAILING	UNITS MOVED	TOTAL COST	MAILING	UNITS MOVED	TOTAL COST
October Competitive (Thunder Tease Mailing)	321,688,700 1.65	\$8,300,000	May Volume Mailing 1.65 1.65 moved!	514,000,000	\$11,000,000
Year-End Volume Mailing (All-in-One Mailing)	900,000,000 2.25	\$41,500,000	August Volume Mailing 1.75	551,000,000	\$11,000,000
			October Volume Mailing 1.85	551,000,000	\$11,000,000
			Year-End Volume Mailing ??	1,300,000,000	\$26,000,000
	1,221,688,700	\$49,800,000		2,916,000,000	\$59,000,000

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